

**System and Method for Assessing  
Demographic Data Accuracy**

**ABSTRACT**

5 A system and method for assessing demographic data  
accuracy from third party data vendors is provided. Third  
party demographic data is compared to self-reported  
demographic data; hence compared to data presumed to be  
accurate. Analysis is done on the comparison to determine  
10 the accuracy of the data and if bias exists in the results  
for a particular demographic population or geographic  
region. Demographic data from many third parties can be  
analyzed in the same way, and the results can be compared  
to each other to determine which third party has the most  
accurate demographic data elements.

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